



Respect Rockaway & Jamaica Bay: A Call To Action To Do Your Part This Summer

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New York, NY— The Respect campaign, a partnership between Surfrider Foundation NYC and the Jamaica Bay-Rockaway Park Conservancy (JBRPC), has the core mission of protecting New York City's beloved beaches, shorelines and natural areas in Jamaica Bay and Rockaway. The collaboration strives to keep shorelines clean and healthy, promote water safety and raise awareness of the rippling impact that everyone has on the amazingly diverse coastal ecosystems and vibrant communities of Rockaway and Jamaica Bay. Returning for its fourth year, the campaign plays a vital role in elevating priority issues related to keeping NYC's most popular coastal environments healthy and keeping people safe.

Rockaway and Jamaica Bay parks and shores see millions of visitors each summer, creating substantial challenges when it comes to managing the levels of trash and debris, limiting the effects of human activities on local flora and fauna and avoiding water related incidents that sadly cost lives each year. Respect Rockaway and Respect Jamaica Bay messaging serve as powerful reminders to make a dedicated effort to protect and respect the community, natural resources and ourselves through environmental stewardship, education, and responsible action. Through raising awareness of these critical issues, Surfrider NYC and the JBRPC hope to engage local communities and all New Yorkers and create a positive impact on Jamaica Bay and Rockaway that encourages responsible recreational use of these critical public spaces.

The campaign continues to be especially relevant this year as water safety continues to be a challenge in Jamaica Bay and throughout Rockaway, with four tragic drownings already occurring prior to the July 4th weekend. Additionally, as work continues on the Atlantic Shorefront Resiliency Project throughout the summer, visitors to Rockaway Beach will need to take special care to limit their impact on Rockaway's coastal ecosystem, as well as be mindful of water safety as rip currents off Rockaway Beach can create hazardous conditions for swimmers and waders alike.

Relaunched on Memorial Day weekend, New Yorkers and visitors can expect to see the campaign throughout the summer, on the NYC Ferry Rockaway Route, along the Rockaway boardwalk and throughout Rockaway-based NYC Parks, and throughout parks in the Jamaica Bay Unit of Gateway National Recreation Area such as Jacob Riis Park, Fort Tilden, the Jamaica Bay Wildlife Refuge, and Shirley Chisholm State Park, among others. Surfrider NYC and the JBRPC will also be collaborating with local businesses, elected officials and community groups to increase the campaign footprint along the Rockaway peninsula and throughout Jamaica Bay. With a strong emphasis on taking action, people are encouraged to visit the respect.nyc website to access more information on key issues of the campaign and explore how they can do their part to respect Rockaway and Jamaica Bay.

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Shanna Blanchard, Director of Strategic Partnerships and Projects of the Jamaica Bay-Rockaway Parks Conservancy says “The power of parks as essential places for convening, recreation, and connecting with nature has been made clear throughout the COVID-19 pandemic, this is especially evident along Jamaica Bay and Rockaway parks, shores, and beaches during the summer months. The pandemic has shown that these natural resources are critical infrastructure to New York City and that we need to work together to protect them. We hope the Respect campaign encourages New Yorkers and visitors to enjoy these special places while also being respectful of neighboring communities and the unique plants and wildlife that call these parks and shores home.”

Saylor Pochan, Co-Chair of Surfrider NYC says “The continued community support of and visitor engagement with the Respect campaign is absolutely thrilling to be part of - we are so encouraged that people are responding to the messages to learn about, protect and enjoy our collective natural resources. The more New Yorkers come together to be considerate of local people and issues and to be thoughtful to the environment, the more Rockaway and Jamaica Bay will thrive and continue to be the unique and magical places they are. We encourage everyone to check out the campaign, learn about the community, and join the movement to Respect Jamaica Bay and Rockaway!”

The campaign creative was made possible by Selman Design, a design studio based in Brooklyn with ties to the Rockaway area, who have donated their skills over the last three years. Founder Johnny Selman says “I live in Rockaway with my wife and three daughters and am proud to help communicate and visualize these messages of safety and respect for the bay and for the beach. The natural world around us on the peninsula is awe inspiring, and we need to treat it with the respect it deserves so generations can enjoy it for years to come.

Our campaign agency partners currently include NYC Ferry, NYC Parks, NY State Parks, Recreation and Historic Preservation, and the National Park Service - Gateway National Recreation Area. The Respect campaign is generously supported in part by Patagonia.

For more information, please visit respect.nyc/mission-1.

Examples of Campaign Messaging



Campaign Assets (*approved for use*)

Social Media: [IMAGES FOR USE HERE](#) [User generated content and self captured photos also ok to use]
Accounts to follow for social media creative, mention and tag: @jbrpc / @surfridernyc / @selmandesign
Project Hashtag: #RespectRockaway #RespectJamaicaBay

Contact Lisa Salomon - lsalomon@nyc.surfrider.org for high res files or questions

Jamaica Bay-Rockaway Park Conservancy was formally established in 2013 as a public-private partnership dedicated to improving the 10,000 acres of public parkland throughout Jamaica Bay and the Rockaway peninsula for local residents and visitors alike.

The Surfrider Foundation is an environmental nonprofit organization that advocates for the protection and enjoyment of our ocean, waves and beaches through a powerful grassroots activist network.

Selman is a full-service creative studio based in New York City. We're a team of designers, copywriters, photographers, producers, filmmakers, animators, and illustrators.